

FIRST McDONALD'S..

Continued from front page

guilders. Management is in the capable hands of Mr. Tito Cordiero and his wife, Mrs. Mireya Cordeiro Gonzalez. Mr. Cordeiro is a former ALM steward/curser and former insurance agent. Before coming to Aruba he was manager of McDonald's at Santa Maria in Curacao and he also took a special management course at McDonald's at Fort Lauderdale, and the McDonald's chain exists for over 30 years and as a total of 8000 restaurants around the world. The founder of McDonald's was the late Mr. Ray Kroc. In 1954 he was very much impressed by a hamburger stand carrying the name of McDonald's in California. The stand was impressively clean and popular for its fast service. He bought the name, and in 1955 he opened his first McDonald in

Des Plaines, Illinois. McDonald's key to success is based on four golden principles: Quality, Service, Cleanliness and Value for your money.

Quality:

All food and refreshments served by McDonald's must be of the finest quality. Hamburgers of pure beef, little fat, fine butter milk, fresh salad, fresh baked bread. To prepare the food McDonald's has the most modern machines. The whole system functions in such a way that fresh hamburgers are always served, even though the client does not have to wait too long. The system is controlled by computers that guarantee high and consistent quality.

Service:

In all McDonald's restaurants service must be rapid (after you pay for your food, it will take on-



ORANJESTAD—Managing director/shareholder of McDonald's in Aruba, Mr. Tito Cordeiro, displays a tray of delicious hamburgers.

ly 3 minutes for you to receive it) and sympathetic. Whether the client is a child or an adult, the service of the personnel is efficient and courteous. To guarantee the continuous improvement of its

product and service, McDonald's research and Development Laboratories are constantly deve-

loping new systems for perfecting its building, equipment and menus.

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ORANJESTAD—Mr. Hose Figaroa celebrated his thirty-fifth anniversary in government service on April 1. Mr. Figaroa is head of the Census and Civil Register Department. Deputy Grace Bareño congratulated Mr. Figaroa and presented him the traditional envelope with contents. Mr. Figaroa was accompanied by his wife and children.

I.O.U.W.A. TO HOLD DANCE FOR MEMBERS

SAN NICOLAS—The Independent Oil Workers Union of Aruba is holding a dance for its members on Saturday, April 13, at its recreation center. Members are requested to bring their badge (ficha) and membership card.

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